

Message Text

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SUBJECT: MEDIA REACTION

1. INFLUENTIAL EUROPE, BULLETIN WIDELY READ BY EC OFFICIALS AND OBSERVERS, TODAY EDITORIALY CALLED FOR "VIGOROUS ACTION" IN THE U.S. TO PERSUADE THE AMERICAN PUBLIC OF THE ANTI-INFLATIONARY BENEFITS OF A STRONG STAND AGAINST PROTECTIONIST MEASURES.

2. AFTER DISCUSSING TRADE DISCUSSIONS BETWEEN PRESIDENT FORD AND EC COMMISSION PRESIDENT FRANCOIS-XAVIER ORTOLI DURING THE LATTER'S RECENT WASHINGTON VISIT, THE EDITORIAL SIGNED BY EUROPE'S DIRECTOR, EMANUELE GAZZO, ASSERTED: "...IT IS CLEAR THAT THE LEGISLATION IN FORCE IN THE UNITED STATES CONSIDERABLY LIMITS THE PRESIDENT'S FREEDOM OF ACTION, AND MR. ORTOLI REALIZED TO WHAT EXTENT THIS LIMITATION HAS INCREASED DURING AN ELECTION PERIOD... THE POSSIBILITY THAT INITIATIVES SIMILAR TO THAT OF THE SHOE MANUFACTURERS MIGHT INCREASE IS NOT TO BE EXCLUDED. NOW, AT THE VERY TIME WHEN THE AMERICAN ECONOMY IS GOING THROUGH AN EXPANSION PHASE, THE IMPORTING OF LOW-PRICE PRODUCTS WHICH COMPLY WITH THE TASTES OF THE CONSUMER, BY FULFILLING A GROWING DEMAND, WOULD BE AN ANTI-INFLATIONARY FACTOR AND WOULD AT THE SAME TIME ENCOURAGE ECONOMIC RECOVERY IN OTHER COUNTRIES, PARTICULARLY AS THESE IMPORTS

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GENERALLY COME FROM COUNTRIES FOR WHICH SUCH EXPORTS ARE

OF VITAL IMPORTANCE (SAPIN AND ITALY IN PARTICULAR WHERE SHOES ARE CONCERNED).

"WE REALIZE THAT THE VAST MAJORITY OF AMERICAN ECONOMIC CIRCLES AND THE ADMINISTRATION TEND TO DISCOURAGE PROTECTIONIST TENDENCIES. IT IS FOR THIS REASON THAT VIGOROUS ACTION ON THE LEVEL OF PUBLIC OPINION MAY WELL BE MOST EFFECTIVE MEANS OF DISSUASION. IN THIS CONNECTION..AN ARTICLE BY GEORGE F. WILL PUBLISHED BY THE INTENATIONAL HERALD TRIBUEN, UNDER THE TITLE, 'AMERICAN PROTECTIONISM IN ACTION'....USES EXTREMELY SEVERE TERMS TO CRITICIZE THE PROTECTIONIST ATTITUDE OF THOSE SECTORS OF INDUSTRY WHICH SEEK TO USE PROTECTIONISM AS A DEFENSE FOR THEIR OWN SENESCENCE. 'THE 215 MILLION SHOE BUYERS IN THE UNITED STATES ARE NOT ORGANIZED,' SAYS MR. WILL, 'AND ARE THEREFORE WEAK, BUT THE 350 SHOE MANUFACTURERS, LIKE THE TWO TRADE UNIONS, AR ORGANIZED AND THEREFORE STRONG. AS USUAL, THE GOVERNMENT IS AN UNTIRING DEFENDER OF THE STRONG.'

"IT MUST BE ADMITTED THAT IT IS UNUSUAL TO SEE SUCH STRONG CONDEMNATIONS OF PROTECTIONISM ON ONE'S OWN SIDE IN THE COMMUNITY PRESS. THE EXAMPLE MUST BE FOLLOWED. MORE THAN EVER, THE DEFENSE OF FREEDOM OF TRADE, LIKE THAT OF ALL FREEDOMS IS INDIVISIBLE." ZAVIS

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